

**Mid-Maine Sustainability Coalition  
Steering Committee  
Meeting Minutes  
March 19, 2009**

The meeting convened at 2:30pm with the following members present:

Mike Roy, Waterville City Manager  
Mike Heavener, Winslow Town Manager  
Peter Nielsen, Oakland Town Manager  
Sally Harwood, Coordinator

Elery Keene, Coordinator  
Norm Anderson, Objective III Leader  
Doug Carnrick, Objective V Leader  
Steve Erario, Objective VIII Leader

**Review previous meeting minutes**

Mike Roy reviewed previous meeting minutes

**Committees 3 and 8 Update (Organizational Capacity and Monitoring / Public Relations)**

**ITEM 1**

*An observation:* Four of the committees focused on fairly specific implementation activities—energy, transport, local food, recycling. Four are more crosscutting—communications, org capacity, education, finance.

**ITEM 2**

*Distinction between committees 3 and 8.* Organization committee (objective 3) coordinates internal groups, produce reports, for our own internal planning and evaluation. Reports to the community would be a marketing and public relations committee (objective 8). Communications committee would develop more a relationship with the media and public over the long term. There is probably some information we would want to maintain internally.

**Item 3**

Committee 3 would have a *quarterly report*, mostly based on minutes, with follow up with project leads in order to identify opportunities in working with other committee in order to improve the alignment of our work. The format of reporting would be basic, and we would mainly be aiming to identify accomplishments, barriers and issues, and resource needs. The end goal is to have some form of standardized reporting form that can be posted on the website.

**Item 4**

Have *committee 3 compile a list of policies, procedures, and best practices* and communicate that information. Note that if we were to become a 501 c 3, it would force us to do certain things and create certain structures that we can do without at the moment. Even so, at the moment we are aiming to keep bureaucracy to a minimum

**ITEM 5**

*Database*, under the directive of Steve Crate, in order to identify who is in the coalition, community partners, and more.

**Grants and Non-profit status**

A discussion then ensued about grants and the non-profit status. The group gave Norm permission to seek grants for the coalition and to pursue further information about using the MEIC as a corporation to apply for and administer grants. Steve noted that Colby would be willing to help with collecting private donation and possibly with grant management. Norm has also been in contact with other groups where he thinks money is available. The idea in all of these discussions is that it will be critical to have someone thinking about the Coalition when they wake up every morning—that is, to establish a coordinator position. All in attendance agreed this is a model they wanted to continue with.

There were also discussions about how to support businesses that don't have a grant writer, and that know about particular opportunities. Maybe we have someone within the group that approaches the businesses and homeowners that says we can help get you funds to improve their homes and businesses. *How can we ID a business and lead them to the resources they need. How can we guide them and help them to do this?* For the interim, the summer research interns might help evaluate where businesses stand in terms of their energy efficiency and desire to become more sustainable. There is funding in the summer internship grant that could possibly used for a business symposium to discuss these opportunities if located at Colby during the school year.

### **Communication**

We want all to use the core message when people ask what people are talking about. We need to tell the group: here's what's happened, steering committee's been formed, here's some of the key communication tools that we recommend. Mike will get in touch with the Sentinel to discuss publicity.

### **Next meeting**

The next meeting will be held Thursday, April 9<sup>th</sup>, 2009 at 2:30PM in the Mayor's Conference Room

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